

The background is a dark, textured surface, possibly a piece of metal or stone, with a grainy, almost crystalline appearance. Two prominent diagonal bands of a bright, metallic yellow-gold color run from the top-left and bottom-right corners towards the center. These bands have a fine, pebbled texture, suggesting a polished metal surface. The overall lighting is dramatic, with the gold bands being the brightest elements against the dark, shadowed background.

# SCHICK shaving facts

# The new SCHICK Razor

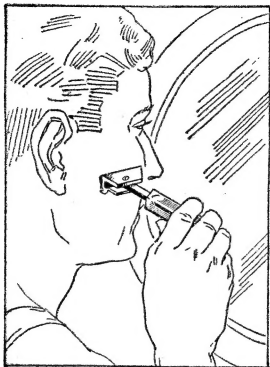


Made by the Magazine Repeating Razor Co.  
285 Madison Avenue, New York City

# Quick Smooth Comfortable Shaves at THE ULTIMATE ANGLE

A blade of the finest steel, an edge of the utmost sharpness, and this edge brought to your beard exactly as it should be! The construction of the New Schick *makes* you shave correctly at the ultimate shaving angle. With long, sweeping strokes you can now shave close but comfortably every morning for the rest of your life.

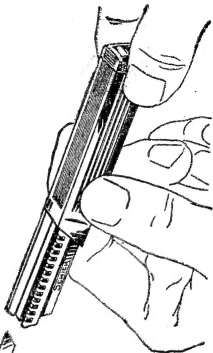
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## To use the new **SCHICK**

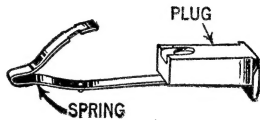
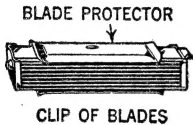
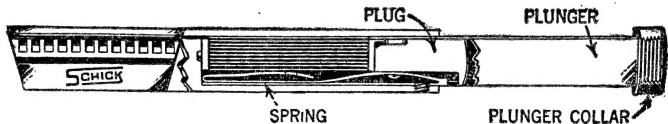
Lather the face thoroughly

**T**ILT head of razor to square or almost square position. Place the blade almost flat against your face. This is not a "hoe" razor. The New Schick slices each hair off square at the skin line. No scrape, pull, rough spots or raw spots. With the New Schick you are bound to shave at the ultimate angle—the angle used by the best of expert barbers.



## To change blades

**I**MPORTANT—make sure that razor head is flush against the razor handle. Now, pull plunger in end of handle back as far as it will go. With one single motion push it all the way forward. The new blade forces the old blade out—so it is absolutely necessary that razor head is closed tight against the handle. With the New Schick you can have a fresh, keen blade in a second.

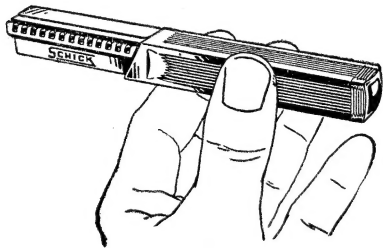


# INSTRUCTIONS

« « To load or reload the New Schick Razor » »

*(It is simple—Don't make it difficult)*

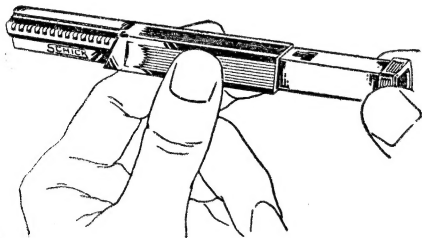
MAKE yourself familiar with the names of the few parts in the diagram above. Then, in loading or reloading follow carefully, step by step, the instructions to be found on the following pages. Remember that the New Schick Razor *cannot* be reloaded until the last blade is ejected from the handle into the head.



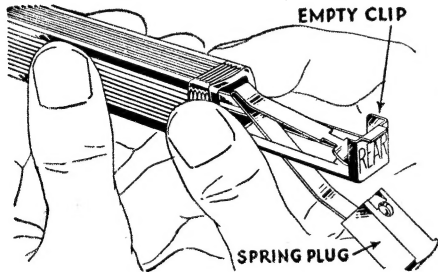
## 1. IMPORTANT—

Hold and retain the razor in this position throughout the entire operation of loading — in the left hand, as shown, with the trade mark SCHICK facing you.

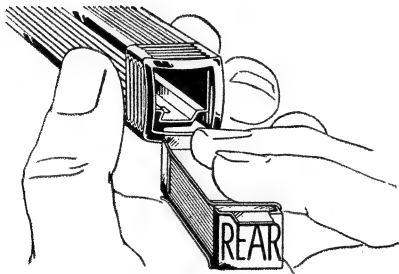




2. With razor held in left hand, pull the plunger out as far as it will go with the fingers of the right hand.

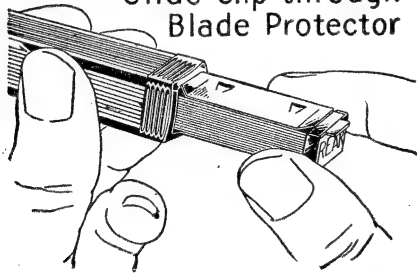


3. Push plunger forward holding the sides of the plunger collar with the thumb and first finger of the right hand, leaving plenty of room for the spring plug and empty clip to eject automatically through the plunger collar and between the thumb and finger.

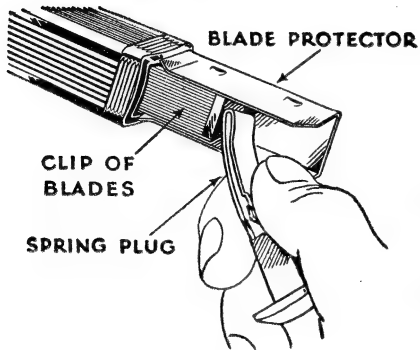


**4. Hold clip of new blades so that you can read word REAR. Continue to hold razor in left hand as shown.**

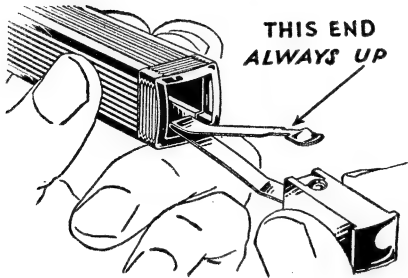
## Slide Clip through Blade Protector



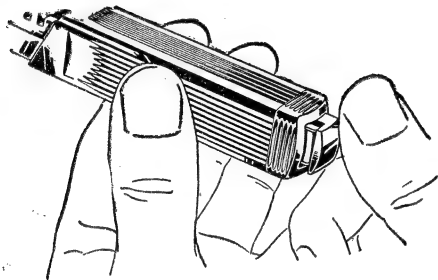
5. With clip still held in this position, place it partly into the end of the handle.



6. Hold spring plug firmly in hand with the free end compressed in fingers. Push clip of new blades all the way in, using the side of the spring, as illustrated. Blade protector falls off and may be discarded.

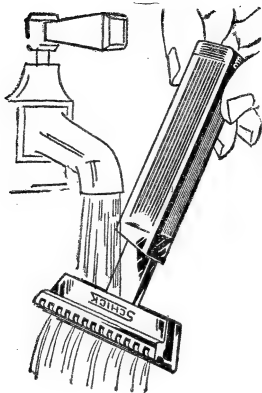


7. Place front of spring plug into channel under clip of new blades *with free end of spring up.*



8. Force spring plug all the way into handle.

9. Make sure that head of razor is tight flat against razor handle. Now pull plunger all the way out. Push plunger forward as far as it will go. Sharp blade slides into razor head automatically ejecting old blade.



## TO CLEAN

FREQUENTLY during shaving hold the *head* of the New Schick under the faucet. To clean before putting away repeat this operation and shake off the water. Don't immerse entire razor in water.



# IMPORTANT POINTS

## » TO REMEMBER «

1. Don't try to change blade with head of razor at shaving angle. Push head tight in line with handle.

2. Don't try to pull new blade from handle, if by mistake new blade is partly forced from handle without head in line. Force blade back with some hard object and start again.

3. Don't try to pull blade from head if razor is jammed with old blade only partly ejected on account of using half strokes of the plunger. Force the old blade all the way back into head by pressing against a hard surface. Then, start again.

4. Don't use half strokes of plunger in changing blades. Pull plunger all the way out with one motion. Push all the way in with one motion.

5. Don't try to push back into handle what appears to be a new blade. This is part of plunger.

6. Don't submerge entire razor in water. Hold head down and rinse under faucet.

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**L**UXURIOUS shaves always — with the New Schick Razor and the New Schick blades. Each Schick blade costs less than 4 cents, 75 cents for a clip of 20, about half the price of most razor blades. Shoot in a new one every morning if you wish. But if your beard isn't heavy, you may have a week's perfect shaves with every blade. No honing or stropping. No taking apart and assembling. Schick blades are uniformly keen, sharpened precisely by specially designed machines, and untouched by hands or wrapper until they touch your face.

If Schick blades are not available at your local stores, they will be sent you direct from the address below.



**Magazine Repeating Razor Co.**  
**285 Madison Ave., New York, N.Y.**

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*Printed in U.S.A.*



